

# **1999/2000 WHALE TAIL GRANTS PROGRAM**

## **for Coastal and Marine Education**

### ***GUIDELINES AND APPLICATION FORMS***

#### **INTRODUCTION**

The California Coastal Commission's 1999/2000 Whale Tail Grants Program for Coastal and Marine Education is aimed at encouraging the development of programs to teach California's children and the general public to value and take responsibility for the health of the state's marine and coastal environments. Beach operation and maintenance-type projects that have an educational component are also eligible for the grants.

#### **BACKGROUND**

The program will distribute funds from sales of the California Coastal Commission's Whale Tail Coastal Protection License Plate. The Whale Tail License Plate is an official "specialty" license plate issued by the Department of Motor Vehicles for cars registered in California. Proceeds from the sales of the plates benefit the California Coastal Commission's Adopt-A-Beach Program, California Coastal Cleanup Day and a wide variety of coastal and marine education projects throughout the state.

In 1998, the Coastal Commission started the Whale Tail Grants Program, along with a second competitive, small grants program – the Adopt-A-Beach Grants Program. The Adopt-A-Beach Grants Program focuses on enhancing existing Adopt-A-Beach Programs, whereas the Whale Tail Grants Program is a more general grant program that funds a broad range of marine and coastal education projects. Attachment A is a list of 1998 Whale Tail and Adopt-A-Beach grant recipients. On September 15, 1999, the California Coastal Commission authorized the staff to allocate \$20,000 to the Adopt-A-Beach Grants Program, and \$25,500 to the Whale Tail Grants Program.

The California Coastal Commission is a state regulatory and planning agency that operates under the 1976 Coastal Act to manage the conservation and development of coastal resources in California. The Commission's Public Education Program works to increase public knowledge of coastal and marine resources and to engage the public in coastal protection and restoration activities.

## PROGRAM OVERVIEW

- **Fund Total 1999/2000:** \$25,500
- **Size of Grants:** any amount up to \$25,500 (\$5-10,000 most likely)
- **Application Format:** Applications must be submitted on the attached application forms with attachments. (The application is also available on the Commission's website: <ceres.ca.gov/coastalcomm/>)
- **Deadline for Applications (postmarked by): November 15, 1999.** Proposals may not be submitted via FAX.
- **Project Selection:** Coastal Commission staff will review all proposals and make recommendations to the Commission, which will vote at its February 2000 Commission Meeting (tentative).
- **Notification:** Applicants will be notified following the Commission vote, most likely by the end of February 2000.
- **Questions?** Contact Shauna O'Donnell at (415) 904-5271/[sodonnell@coastal.ca.gov](mailto:sodonnell@coastal.ca.gov); or Chris Parry at (415) 904-5208/ [cparry@coastal.ca.gov](mailto:cparry@coastal.ca.gov).

## ELIGIBLE APPLICANTS

Applicants must be either a non-profit organization or a governmental entity. For beach operation and maintenance projects, the applicant must be a non-profit organization or *local* governmental agency.

## ELIGIBLE PROJECTS

Projects will be evaluated using the criteria described below. Grants will not be awarded to provide for an organization's general, ongoing administrative costs, or to fund advocacy work. One-year projects are encouraged. If you'd like to discuss your idea in advance of submitting an application, contact the Commission's Public Education Program staff at (415) 904-5200.

## CRITERIA FOR GRANT AWARDS

1. **Educational Component:** Projects funded under this program should have a strong, high-quality educational component involving the marine or coastal environment. Projects that reach audiences in underserved communities, including multicultural and inland areas, are especially encouraged.
2. **Project Concept:** We seek creative and innovative approaches that are potentially expandable or applicable in other geographic areas.
3. **Proposal Content:** The proposal itself should demonstrate that the concept has been fully thought out and developed into a concrete project with clearly stated goals,

objectives, project design, method of implementation and evaluation, and accurate cost information.

## **RULES FOR GRANT AWARDS:**

Conditions for grant awards will include the following:

- Grantee agrees to put the California Coastal Commission logo on any promotional materials produced for the program.
- Grantee agrees to hold the California Coastal Commission harmless.
- Grantee agrees to use waiver of liability forms developed by the California Coastal Commission (or the equivalent) where appropriate.
- Funds cannot be used to purchase food, beverages or prizes.
- Projects of up to 3 years in length are eligible for the program.
- Indirect costs must be capped at 10% of employee salaries and benefits.

## **OTHER GRANT REQUIREMENTS**

1. **Administrative.** The grantee must assume responsibility for administering the project, including: employing any necessary staff or consultants, maintaining complete accounting and time records, and providing fiscal management.

In preparing the grant application, applicants should refer to Attachment B (Section 3.1.7.2 A of the State Contracting Manual). If awarded a grant, all contracts with the state, and any subcontract under the grant, must comply with all provisions of the State Public Contract Code.

2. **Payment.** Grant funds will not be available in advance of expenditures. Expenses will be **reimbursed** on a no more frequently than monthly basis upon submission of an invoice by the grantee. Reimbursement will be dependent upon successful completion of work as set out in the proposal.
3. **Schedule.** Because the funds were appropriated in FY 1999/2000, which ends on June 30, 2000, proposals must include work tasks that begin before June 30, 2000.

## APPLICATION PROCEDURE

A complete application package will consist of **an original and two copies** of the following materials:

1. Application Summary (see attached form)
2. A maximum two-page **project description**, including the following information: (a) the goals and objectives of your project, (b) a description of the audience (number of people, ages, demographics) and geographical area served by your project, and (c) the techniques that will be used to evaluate project success.
3. A **tasklist and timeline** for the project. (Bear in mind that funds will not be available until March of 2000 and work tasks must be scheduled to begin before June 30, 2000.)
4. A **budget** (using the provided Application Budget Form or a similarly formatted budget page).
5. A **resolution from the applicant's governing body** that contains the following authorizations: authority to submit the proposal, authority to enter into a contract with the California Coastal Commission if the grant is awarded, and designation of the applicant's authorized representative (name and title). If these authorities have been delegated, a letter including these authorizations from an official with delegated authority is sufficient.
7. A **description of the applicant's organization**, including:
  - the year it was founded,
  - its qualifications for undertaking the proposed project,
  - the qualifications of key staff assigned to the project,
  - a description of the organization's current annual budget including sources of funds (budget information is not necessary for government agencies),
  - the names and occupations of board members or organization leaders, and
  - brochures or other materials that describe the organization's mission or purpose.
8. The following **attachments**:
  - (a) For non-profits, proof of non-profit status in the form of an exemption letter from the IRS or California Franchise Tax Board.
  - (b) A project site list and/or map.
  - (c) Any other supporting material such as brochures, newsletters, press clippings and letters of support.

Submit complete application packages to: *Whale Tail Grants Program  
California Coastal Commission  
45 Fremont St, Suite 2000  
San Francisco, CA 94105*

## 1999/2000 Whale Tail Grants Program

### APPLICATION SUMMARY

1. Applicant Organization: \_\_\_\_\_
2. Name and Title of Contact Person \_\_\_\_\_
3. Address: \_\_\_\_\_  
\_\_\_\_\_
4. Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_
5. Website: \_\_\_\_\_
6. Project Title: \_\_\_\_\_
7. Brief Project Summary: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
8. Number of people who will be served by the project (estimated) \_\_\_\_\_
9. Requested Grant: \_\_\_\_\_
10. Total Project Budget: \_\_\_\_\_
11. Months Required to Complete Project: \_\_\_\_\_  
Start date: \_\_\_\_\_ End date: \_\_\_\_\_
12. Is your organization a non-profit corporation? \_\_\_\_\_
13. Proposal Prepared by: \_\_\_\_\_ Title: \_\_\_\_\_  
Signature: \_\_\_\_\_ Date: \_\_\_\_\_

# 1999/2000 Whale Tail Grant Application Budget Form

## PROPOSED BUDGET

(The applicant does not need to use this form, but should follow the general structure.)

Organization Name: \_\_\_\_\_

Project Title: \_\_\_\_\_

Requested Grant: \_\_\_\_\_

	Grant Request Budget	Total Project Budget (if different)
<b>Personnel:</b>		
Salaries and Wages <sup>(1)</sup>	_____	_____
Benefits <sup>(2)</sup>	_____	_____
<i>Total Personnel</i>	_____	_____
<b>Operating Expenses</b>		
Postage/Shipping	_____	_____
Supplies/Materials	_____	_____
Travel <sup>(3)</sup>	_____	_____
Indirect Costs <sup>(4)</sup>	_____	_____
Other:	_____	_____
_____	_____	_____
_____	_____	_____
<i>Total Operating Expenses</i>	_____	_____
<b>Total Budget</b>	_____	_____

<sup>(1)</sup> Attach an explanation of rate(s) and hours.

<sup>(2)</sup> Benefits not to exceed 28% of the salary or wage

<sup>(3)</sup> Personal vehicle travel reimbursement not to exceed \$.24/mile.

<sup>(4)</sup> Indirect costs include, for example, a pro rata share of rent, utilities, and certain salaries. Indirect costs capped at 10% of employee salary and benefits.

## 1998 Whale Tail and Adopt-A-Beach Grants Awards

### **W**hale Tail Grants Program for Coastal and Marine Education

This annual grant program is aimed at encouraging the development of programs to teach California's children and the general public to value and take responsibility for the health of the state's marine and coastal environments. Grants are also available for non-profit organizations and local governments for beach operation and maintenance activities with an educational component. The 1998/99 grant program was advertised in September 1998, with a November 15, 1998 deadline. The staff received 52 grant applications for a total of \$389,403.

In January, 1999, the Commission awarded the following four grants, totaling \$23,000:

- California Aquatic Safety, Inc. Ventura Junior Lifeguards \$6,238**

**Project Title:** *Channel Islands Coastal Experience Camp for "At Risk" Youth*  
**Project Location:** *Ventura Harbor and Channel Islands*  
**Project Timeline:** *April to November 1999.*  
**Total Project Budget:** *\$9,157.*

The CASI Junior Lifeguard Program is dedicated to providing educational and recreational opportunities in and around the marine environment for students of all ages. The Program currently focuses on providing water safety education and introduces young people to safe marine and aquatic recreation opportunities. The Whale Tail Grant to CASI added a new element to the Junior Lifeguard Program, the *Channel Islands Coastal Experience Camp*. The Whale Tail Grant funds the majority of the first year's costs of running the camp.

- Slide Ranch \$10,000**

**Project Title:** *Kid's Ecology Learning Project (KELP)*  
**Project Location:** *Muir Beach, Marin County*  
**Project Timeline:** *March to December, 1999.*  
**Total Project Budget:** *\$18,320.*

Slide Ranch provides farm-based environmental education to more than 7,000 Bay Area residents annually. The 134 acre site is composed of a homestead-scale organic farm, coastal wildlands, and tide pools, which serve as an outdoor classroom for learning about the interdependence of people and the natural world. Its programs emphasize accessibility for culturally diverse, low-income, urban, senior, special needs, homeless or otherwise at-risk populations regardless of their ability to pay for services.

<b>• Palisades Charter High School</b>	<b>\$2,417</b>
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**Project Title:** *Marine Education and Advocacy Program*  
**Project Location:** *Los Angeles*  
**Project Timeline:** *May, 1999 to June, 2000.*  
**Total Project Budget:** *\$57,455.*

Palisades Charter High School draws students from all over the greater Los Angeles area. The school's mission is to educate its diverse student body by developing their skills and talents to help them make a positive contribution in our global society. The Palisades Charter High School Marine Education and Advocacy Program offers predominantly underrepresented minority students an opportunity to develop a deep understanding and appreciation for our local marine environment, prepares students for college science classes and helps to motivate students to pursue careers in science.

<b>• Surfrider Foundation – Santa Cruz Chapter</b>	<b>\$4,345</b>
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**Project Title:** *Education Outreach Expansion*  
**Project Location:** *Santa Cruz County and surrounding area*  
**Timeline:** *April 1999 to April 2000.*  
**Total Project Budget:** *\$9,290.*

The Surfrider Foundation is a non-profit environmental organization dedicated to the protection and enhancement of the world's waves and beaches through conservation, activism, research and education. The organization's Santa Cruz Chapter was founded in 1991. The Education Outreach Program teaches students about watersheds, ocean pollution and coastal issues.

## A

### *dopt-A-Beach Grants Program*

This grant program is designed to strengthen and encourage innovation with the Coastal Commission's Year 'Round Adopt-A-Beach Program. Only current and prospective Adopt-A-Beach managers were eligible to apply for Adopt-a-Beach grants. The Commission allocated a total of \$20,000 for this program.

The grant program was advertised in September 1998, with a November 15, 1998 deadline. The staff received 15 grant applications for a total of \$102,011.

In January 1999, the Commission awarded the following three grants.

<b>• Yosemite National Institutes</b>	<b>\$6,670</b>
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**Project Title:** *Adopt-A-Beach – Marin Headlands*  
**Project Location:** *Rodeo Beach at Fort Cronkhite, Golden Gate National Recreation Area*  
**Timeline:** *March 1, 1999 to April 30, 2000.*  
**Total Project Budget:** *\$6,670.*

The Headlands Institute (HI) is an educational nonprofit organization that provides outdoor field science programs. Children come to the residential field-science programs for one- to five-day sessions that instill in them a personal connection to the natural world and responsible actions to sustain it.



<b>• Northcoast Environmental Center</b>	<b>\$6,650</b>
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**Project Title:** *Adopt-A-Beach Outreach and Enrollment*  
**Project Location:** *Humboldt County*  
**Timeline:** *March 1999 to September 1999.*  
**Total Project Budget:** *\$6,650.*

The Northcoast Environmental Center (NEC) is a non-profit organization founded in 1971 and is one of the most active environmental groups in the resource-rich region. NEC has been the countywide coordinator for Coastal Cleanup Day for the past 14 years and brought out over 1,600 volunteers in 1998.

**Program Status.** The Center is just getting started in its project to take over and strengthen the Adopt-A-Beach Program for Humboldt County. A staff person to run the program is on-board, and the Center has scheduled its first teacher training.

<b>• Heal the Bay</b>	<b>\$6,680</b>
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**Project Title:** *Adopt-A-Beach – Los Angeles County*  
**Project Location:** *Los Angeles County*  
**Timeline:** *March 1999 to March 2000.*  
**Total Project Budget:** *\$25,000.*

Heal the Bay is a non-profit environmental organization dedicated to making Santa Monica Bay and Southern California coastal waters safe and healthy for people and marine life. Heal the Bay is currently the coordinator for both the Adopt-A-Beach Program and Coastal Cleanup Day for Los Angeles County.

**Program Status.** Heal the Bay received a grant to continue for the fourth year as the Los Angeles County coordinator of the Adopt-A-Beach program, and to improve its successful program by adding the following components:

- Bus transportation to bring a school class from each of approximately 10 underserved Los Angeles County elementary schools to the beach for participation in one Adopt-A-Beach cleanup
- Dissemination of the Coastal Commission “Save Our Seas” curriculum to these classrooms prior to the beach cleanup.
- Data analysis of the trash collected at these school Adopt-A-Beach cleanups

**STATE CONTRACTING MANUAL****Sec. 3.17.2. SUBVENTION AID OR LOCAL ASSISTANCE CONTRACT  
FISCAL CONTROL PROVISIONS**

A. Payment provisions in subvention aid contracts should be on a cost-reimbursement basis with a ceiling specifying the maximum dollar amount payable by the agency. Contracts must set forth in detail the reimbursable items, unit rates, and extend total amounts for each line item. The following information is provided as a guide:

1. Identify and justify direct cost and overhead costs, including employee fringe benefits.
2. Monthly, weekly, or hourly rates, as appropriate, and personnel classifications should be specified together with the percentage of personnel time to be charged to the contract, when salaries and wages are a reimbursable item.
3. Rental reimbursement items should specify the unit rate, such as the rate per square foot.
4. If travel is to be reimbursable, the contract must specify that the rates of reimbursement for necessary traveling expenses and per diem shall be set in accordance with the rates of the Department of Personnel Administration for comparable classes and that no travel outside the State of California shall be reimbursed unless prior written authorization is obtained from the agency.